



OPINION
RESEARCH
& STRATEGY

TO Interested Parties

FROM FM3 Research

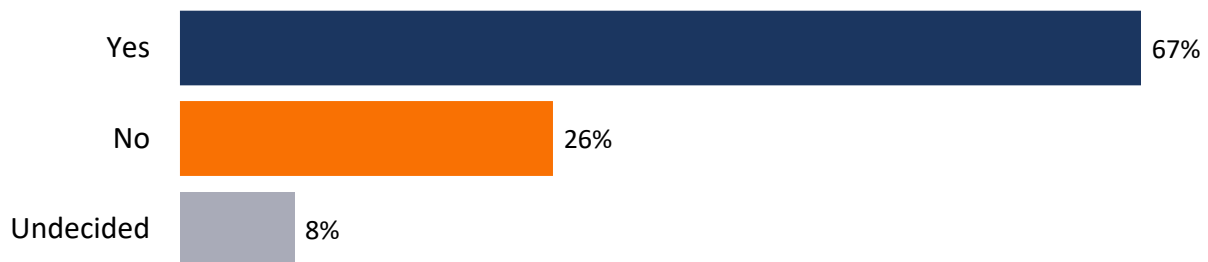
RE: Results of a Survey of Westminster Residents

DATE July 12, 2021

Fairbank, Maslin, Maullin, Metz & Associates (FM3) recently completed a survey of Westminster residents regarding community satisfaction and priorities for City services.¹ The survey was conducted in late May as COVID-19 case rates were declining, vaccination rates were increasing, and restrictions were beginning to be lifted. The results should be interpreted to reflect this environment to understand constituent priorities and needs. Key findings from the survey include:

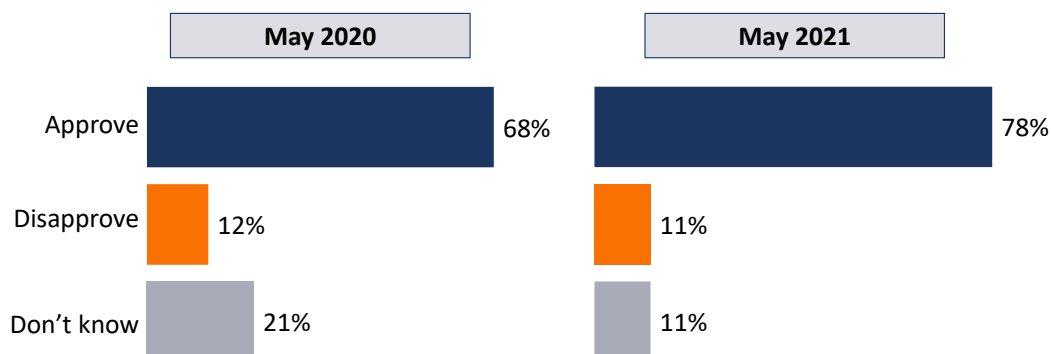
Two-thirds of respondents support continuing local revenue to protect the City of Westminster’s local finances with no tax rate increase until ended by voters, well above the majority-vote threshold necessary for passage and outside the survey’s margin of error (Figure 1). Further, support is widespread in the community with more than 60% of respondents in each City Council District indicating that they would vote “yes” in favor of continuing local funding.

Figure 1: Opinions on Potential Ballot Measure to Continue Local Revenue with No Tax Rate Increase



Nearly eight-in-ten respondents approve of the job the Westminster city government has done in responding to the COVID-19 pandemic, up ten points from May 2020 (Figure 2). This represents a ten-point increase from the 68% who approved of the City's early response to the pandemic in May 2020.

Figure 2: Approval of Westminster City Government's Response to the COVID-19 Pandemic



Respondents' top priorities for Westminster City government include addressing homelessness, maintaining fire protection, and maintaining local jobs, among others (Figure 3).

Figure 3: Highest Priorities for Westminster Respondents

Priorities	% "Extremely" or "Very Important"
Addressing homelessness	81%
Protecting local drinking water supplies	80%
Maintaining fire protection	80%
Maintaining local jobs	80%
Preventing cuts to the number of paramedics	78%
Protecting the City's disaster preparedness programs	78%
Upgrading outdated lifesaving equipment such as cardiac monitors, defibrillators and jaws of life	77%
Maintaining the City's ability to respond to a natural or medical disaster	77%
Preventing cuts to 911 emergency response	76%
Preventing the elimination of police gang and drug units	76%
Upgrading outdated firetrucks and basic firefighting protective equipment such as hoses, boots, and helmets	76%
Helping local businesses recover from the financial effects of the COVID-19 crisis	76%
*(Asked only of Asian respondents) Recruiting and retaining Vietnamese-speaking police officers	75%
Maintaining storm drains	75%

Priorities	% “Extremely” or “Very Important”
Keeping public areas safe and clean	75%
Preserving housing that is affordable for seniors and veterans	75%
Increasing housing that is affordable for middle-class residents	75%
Preventing the elimination of Police Narcotics, Domestic Violence, Sex Crimes, and Human Trafficking units	74%
Funding city and community-provided health services to prepare for medical emergencies, like the coronavirus outbreak	73%
Protecting Westminster’s local finances	73%
Preventing cuts to the number of firefighters	72%
*(Asked only of Asian respondents) Improving communications and outreach to the Vietnamese community	71%
Fighting gangs and drugs	71%
Maintaining the condition of local parks	71%
Improving training of police officers on interacting with people experiencing homelessness or mental health issues	71%
Investigating and preventing property crimes	71%
Preventing cuts to neighborhood police patrols	71%

¹ **Survey Methodology:** From May 20th – 30th, 2021, FM3 completed 400 telephone survey interviews (including landline and cellular telephones) with Westminster residents with a voting history that makes them likely to vote in the June 2022 election. The survey was available in English, Vietnamese and Spanish. Results have a margin of sampling error of $\pm 4.9\%$ at the 95% confidence interval. Some percentages may not sum to 100% due to rounding.